

**AMENDMENT TO THE CLAIMS**

Following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled or not entered. Current amendments to the claims are expressed in the detailed listing by strikethrough or double brackets (for deleted matter) or underlining (for added matter).

1. (CURRENTLY AMENDED) A method, comprising:  
receiving customer information at a processing device;  
identifying an attendant;  
identifying a query based at least in part on the customer information and the identity of the attendant;  
prompting, in the case that a timing condition associated with a merchant is satisfied, an attendant to present the query;  
receiving a verbal response to the query; ~~and~~  
analyzing, by the processing device, the verbal response to at least determine a tone of the verbal response; and  
categorizing, based on the analysis, the verbal response into at least one pre-established customer response category.
2. (CANCELLED)
3. (ORIGINAL) The method of claim 1, further comprising:  
identifying at least a second query;  
outputting an indication of the at least second query; and  
receiving a second verbal response.
4. (ORIGINAL) The method of claim 3, further comprising:  
analyzing the second verbal response.

5. (ORIGINAL) The method of claim 1, wherein the customer information includes transaction information.
6. (ORIGINAL) The method of claim 5, wherein the transaction information includes information indicating that a purchase transaction is complete.
7. (ORIGINAL) The method of claim 5, wherein the transaction information includes information identifying the start of a purchase transaction.
8. (ORIGINAL) The method of claim 5, wherein the transaction information includes information from a current transaction.
9. (PREVIOUSLY PRESENTED) The method of claim 5, wherein the identifying of the query is based at least in part on transaction information from a previous transaction.
10. (PREVIOUSLY PRESENTED) The method of claim 5, wherein the identifying of the query is based at least in part on customer information unrelated to the transaction information.
11. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the identifying of the query is based at least in part on customer information identifying a particular customer.
12. (PREVIOUSLY PRESENTED) The method of claim 11, wherein the customer information identifying a particular customer is identified by the attendant.
13. (CURRENTLY AMENDED) The method of claim 1, ~~in which wherein the~~ identifying [of] the attendant comprises at least determining ~~query is based at least in part on~~ an authority level of the attendant.

14. (ORIGINAL) The method of claim 5, wherein the transaction information includes at least one of: (i) a type of transaction; (ii) an identity of the customer; (iii) a time; (iv) a price; (v) a purchased item; (vi) an environmental condition; (vii) employee information; and (viii) collected survey data.
15. (CANCELLED)
16. (CURRENTLY AMENDED) The method of claim 1 [15] further comprising:  
identifying a second query based at least in part on categorizing the output data the customer response category;  
prompting an attendant to present the second query; and  
receiving a second verbal response to the second query.
17. (CURRENTLY AMENDED) The method of claim 16, further comprising:  
analyzing the second verbal response ~~to the second query~~ to at least determine a tone of the second verbal response.
18. (CURRENTLY AMENDED) The method of claim 17 [16], further comprising  
~~wherein analyzing the response to the second query comprises:~~  
~~generating second output data based on the verbal response to the second query;~~  
~~and~~  
categorizing, based on the analysis, the second output data verbal response into at least one pre-established customer response category.
19. (CANCELLED)
20. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:  
analyzing, by the processing device, if the attendant properly presented the query.
21. (ORIGINAL) The method of claim 1, wherein receiving customer information is performed using a portable computing device.

22. (ORIGINAL) The method of claim 1, wherein receiving customer information is performed using a point-of-sale processing device.
23. (ORIGINAL) The method of claim 1, wherein receiving a response to the query comprises selectively recording the verbal response.
24. (ORIGINAL) The method of claim 1, further comprising:  
determining an offer, the offer determined based at least in part on the verbal response; and  
presenting the offer.
25. (CANCELLED)
26. (CANCELLED)
27. (CURRENTLY AMENDED) The method of claim 1 [15], further comprising:  
identifying a remediation response based on the customer response category  
~~verbal response to the query~~; and  
instructing an attendant to present the remediation response.
28. (PREVIOUSLY PRESENTED) The method of claim 20, further comprising:  
compensating the attendant for properly presenting the query, wherein the compensation is different than a standard compensation associated with the attendant.
29. (PREVIOUSLY PRESENTED) The method of claim 27, further comprising:  
analyzing, by the processing device, if the attendant properly presented the remediation response; and  
compensating the attendant for properly presenting the remediation response.

30. (CURRENTLY AMENDED) A method, comprising:
- receiving first information at a processing device associated with a merchant;  
identifying an attendant;
  - identifying at least a first query based at least in part on the first information and the identity of the attendant;
  - determining whether the at least one query satisfies a timing condition associated with the merchant;
  - prompting, in the case that the at least one query is determined to satisfy the timing condition, the [an] attendant to present the at least first query;
  - rewarding the attendant in the case that it is determined that the attendant properly presents the at least first query;
  - receiving a customer response to the at least first query; ~~and~~  
analyzing the customer response to at least determine a tone of the customer response; and
  - categorizing, based on the analysis, the customer response into at least one pre-established customer response category.

31. (CANCELLED)

32. (CANCELLED)

33. (CURRENTLY AMENDED) A medium storing instructions adapted to be executed by a processor to perform a method for conducting a survey, the method comprising:

- receiving customer information;
- identifying an attendant;
- identifying a survey question based at least in part on the customer information and the identity of the attendant;
- prompting the [an] attendant to verbally present the survey question to the customer;
- determining that the survey question is properly verbally presented by the attendant;
- receiving a response to the survey question; and
- analyzing the verbal response to at least determine a tone of the verbal response.

34. (CANCELLED)

35. (CURRENTLY AMENDED) A method, comprising:

- receiving, at a processing device, an indication of a Universal Product Code (UPC) identifying a product;
- identifying an attendant;
- selecting a query based at least in part on the UPC identifying the product and the identity of the attendant;
- prompting the [an] attendant to present the query to the customer;
- rewarding the attendant in the case that it is determined that the attendant properly presents the query to the customer;
- receiving a verbal response from the customer;
- analyzing the verbal response to determine a tone of the response and to determine if a remediation response is required; and
- instructing, in the case that it is determined that the remediation response is required, the attendant to perform the remediation response.

36. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the timing condition comprises one or more of: (i) a condition based on a time of day; (ii) a condition based on a day of the week; (iii) a condition based on a time of the month; and (iv) a condition based on a time of the year.

37. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the timing condition comprises a condition based on a current weather condition.

38. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the timing condition comprises one or more of: (i) a condition based on an expected sales volume of the merchant; (ii) a condition based on an actual sales volume of the merchant; (iii) a condition based on an expected service time at the merchant; (iv) a condition based on an actual service time at the merchant; (v) a condition based on customer traffic at the merchant.

39. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the identifying of the query is further based at least in part on the timing condition.

40. (PREVIOUSLY PRESENTED) The method of claim 30, wherein the rewarding comprises:

crediting an amount to an employee account associated with the attendant.

41. (PREVIOUSLY PRESENTED) The medium of claim 33, wherein the determining that the survey question is properly verbally presented by the attendant comprises:

recording a utterance of the attendant; and

analyzing the recording to determined if the utterance indicates that the survey question was properly presented.

42. (CANCELLED)

43. (CANCELLED)

44. (PREVIOUSLY PRESENTED) The method of claim 35, wherein the remediation response comprises one or more of: (i) an expression of thanks; (ii) an apology; (iii) a providing of a benefit; and (iv) a dispatch of assistance.

45. (CURRENTLY AMENDED) A method, comprising:  
receiving, by a processing device, customer information associated with a customer;  
identifying an attendant;  
selecting, based at least in part on the customer information and the identity of the attendant, a survey question from a plurality of available survey questions;  
prompting the [an] attendant to present the survey question to the customer;  
recording a verbal response to the survey question;  
analyzing, by the processing device, the verbal response to determine a tone of the response; and  
categorizing, based on the analyzing of the verbal response, the verbal response into at least one pre-established customer response category.

46. (CANCELLED)

47. (CANCELLED)

48. (PREVIOUSLY PRESENTED) The method of claim 45, wherein the survey question comprises one or more of: (i) a question associated with a quality of service experienced by the customer; (ii) a question associated with a shopping experience of the customer; and (iii) a question associated with a physical condition of a store.



49. (PREVIOUSLY PRESENTED) The method of claim 45, further comprising:  
determining, based on the categorizing of the verbal response, a remediation  
response; and  
prompting the attendant to perform the remediation response.
50. (NEW) The method of claim 1, further comprising:  
selecting an attendant response based at least in part on the customer response  
category and the identity of the attendant; and  
prompting the attendant to present the selected attendant response.
51. (NEW) The method of claim 1, wherein the at least one pre-established  
customer response category comprises at least one of a plurality of merchant-defined  
categories.
52. (NEW) The method of claim 30, further comprising:  
selecting an attendant response based at least in part on the customer response  
category and the identity of the attendant; and  
prompting the attendant to present the selected attendant response.
53. (NEW) The method of claim 30, wherein the at least one pre-established  
customer response category comprises at least one of a plurality of merchant-defined  
categories.
54. (NEW) The medium of claim 33, in which the method to be executed by  
the processor further comprises:  
selecting an attendant response based at least in part on the customer response  
category and the identity of the attendant; and  
prompting the attendant to present the selected attendant response.

55. (NEW) The method of claim 45, further comprising:  
selecting an attendant response based at least in part on the customer response category and the identity of the attendant; and  
prompting the attendant to present the selected attendant response.
56. (NEW) The method of claim 45, wherein the at least one pre-established customer response category comprises at least one of a plurality of merchant-defined categories.